

# **Compliance with European Union Data Protection Requirements: The Safe Harbor and Other Options**

**Thursday, May 27, 2004, 1:00 p.m. – 4:00 p.m.**

## ***Location:***

Town & Country Resort and Convention Center  
500 Hotel Circle North  
San Diego, CA 92108

Map and Directions can be found at: <http://www.towncountry.com/location.htm>

## ***Presented By:***

- The United States Department of Commerce
- BBBOOnline
- Hewlett Packard

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## ***Do not miss this important seminar if your organization receives personally identifiable information across U.S. borders!***

The European Union's (EU) Directive on Data Protection went into effect in October 1998 and, under certain circumstances, prohibits the transfer of personal data to non-EU nations that do not meet the EU "adequacy" standard for privacy protection. The United States, on the other hand, has taken a largely sector-specific approach that relies on a mix of legislation, regulation, and self-regulation to protect privacy related to data transmission.

In order to bridge these different privacy approaches and provide a streamlined means for U.S. organizations to comply with the Directive, the U.S. Department of Commerce in consultation with the European Commission, developed the Safe Harbor framework. The framework, approved by the EU in June 2000, is an important way for U.S. companies to avoid experiencing interruptions in business

dealings with companies in the EU or adverse action by EU authorities.

## **Program:**

Attendees will learn about the following:

- The requirements of the European Union Directive on Data Protection
- The benefits of being a "self-certified" company under the U.S.-EU Safe Harbor framework; what the Safe Harbor principles require; and how to self-certify.
- Other alternatives for meeting the EU Directive's "adequacy" requirement.
- Private Sector perspectives on managing EU privacy requirements.
- The status of the EU's review of Safe Harbor implementation and recent related activities by the U.S. Department of Commerce.
- Additional global privacy developments impacting U.S. businesses at home and abroad.

- Resources available for U.S. companies to develop privacy policies, verification systems, and dispute resolution mechanisms.

### **Participants Will Include:**

- **Barbara Lawler**, Chief Privacy Officer, Hewlett Packard
- **Steven Salter**, Director of Operations and Administration, BBBOnLine
- **Jeff Rohlmeier**, Senior Analyst, U.S. Department of Commerce, International Trade Administration
- **Additional Speaker(s)**

The seminar will include background materials on the EU Directive on Data Protection; the Safe Harbor Workbook; Safe Harbor self-certification information/forms; and information on verification/dispute resolution resources available to U.S. firms.

***There is no cost to attend.  
However, participants are asked  
to register by contacting Jeff  
Rohlmeier, U.S. Department of  
Commerce, at (202) 482-0343, or  
[jeff\\_rohlmeier@ita.doc.gov](mailto:jeff_rohlmeier@ita.doc.gov).***